FOR: Members, Tobacco Institute and TIRC

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TOBACCO NEWS SUMMARY
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## NEWSPAPERS

6. "No One Knows If Cancer Is Caused by Smoking." WASHINGTON DAILY NEWS, February 17, 1960.

The story by Scripps-Howard science writer John Troan on Dr. Little's 1959 Report says: "Nobody really knows whether smoking causes lung cancer, the chief scientist for the tobacco industry declared today. Indeed, Dr. C. C. Little contended, evidence gathered during the past year casts doubt on many previous research findings and leaves in a more confused state than ever the question of whether smoking plays 'any role' in this disease."

Other stories on the 1959 Report of the Scientific Director of TIRC appeared in New York City newspapers and also were carried by AP and UPI news wire services.

7. "Doctors Study 6,428 Canadian Cigarette Butts." NEW YORK HERALD TRIBUNE, February 16, 1960.

Toronto (AP) -- Drs. Ernest L. Wynder and E. Cuyler Hammond of New York published in the "Journal of the Canadian Medical Association" their findings on length of cigarette butts collected in four Canadian cities during a six-week period. They hope to show that the length of the butt has something to do with the incidence of lung cancer among cigarette smokers.

8. "Scientist Blames Polluted Air For Lung Cancer." MIAMI (FLA.) HERALD, February 14, 1960.

Madison, Wis. (UPI) -- A world authority on mathematical statistics said "this polluted atmosphere we line in" is probably a greater cause of lung cancer than smoking.

Sir Ronald Fisher of Cambridge University, England, told a University of Wisconsin audience: "We don't always appreciate the mess we're making of the atmosphere...." He criticized "recent propaganda" citing smoking as the main cause of lung cancer and said "the statisticians may be barking up the wrong tree."

(Note: Associated Press also carried a story on Sir Ronald Fisher, which was used in such papers as Christian Science Monitor, Washington Evening Star and others.)

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## MAGAZINES

9. READER'S DIGEST. March 1960 issue.

The March issue of READER'S DIGEST, (on the newsstands February 23,) has an article "Facts Everyone Should Know About Cancer" by J. D. Ratcliff. The article poses a series of questions to several doctors including Dr. Harold S. Diehl, senior vice president for research and medical affairs, American Cancer Society.

In response to the question "What steps can one take to avoid cancer?" Dr. Diehl replied in part: "The greatest possibility of preventing cancer is to avoid exposure to the cancer-producing effects of tobacco smoke, particularly cigarette smoke.... Some groups, heavy smokers for example, should have chest x-rays every six months..."

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Source: https://www.industrydocuments.ucsf.edu/docs/fzvm0000